The Positioning and Size of Warnings

- It has been proposed that pack warnings should constitute 20% of the pack. Such warnings would occupy a substantial area of each major pack face and go beyond the accepted approach in other countries.

- The commercial damages likely to be inflicted by any decision to expropriate such large areas of pack surfaces appears to have been understood by other Governments. Countries such as U.S.A., U.K. and Japan, for example, require the warning to be carried on the side panel. Norway and Sweden - held by anti-smokers as models - give manufacturers the option of placing the warning on the front or back or side panel.

- Any further degradation of pack designs will either breach international trademark agreements or significantly reduce the real value of trademark assets which are the property of the companies' shareholders.

- Any intrusion by Government on registered trademarks and pack designs would result in a devaluation of commercial assets in the private sector. No Government should want to contemplate such commercial interference.

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Source: https://www.industrydocuments.ucsf.edu/docs/gfjj0000